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ABSTRACT

A collection of 12 essays and model program descriptions addresses issues in the marketing of university extension, outreach, and distance education programs. They include: (1) "Marketing and University Outreach: Parallel Processes" (William I. Sauser, Jr. and others); (2) "Segmenting and Targeting the Organizational Market" (Vaughan C. Judd); (3) "A Societal Marketing Orientation for University Extension" (Samuel R. Fowler); (4) "Program Delivery: From Face-to-Face to Distance Learning" (Ralph S. Foster, Jr. and others); (5) "Customers, Costs, and Context: An Integrated Approach to Funding University Outreach Programs and Services" (Barbara Battiste Emil); (6) "Developing a Comprehensive Promotional Plan" (Kathleen S. Zumpfe); (7) "Whoa! Timeout!-Somebody Out There Is Sending Us a Message" (Jack Smith); (8) "Linking Marketing to Strategic Long-Range Planning" (Robert G. Simerly); (9) "The Role of Marketing Research and Decision Systems in the Marketing Process" (James W. Busbin); (10) "Marketing Information Sources for Outreach Professionals" (Vaughan C. Judd and Betty J. Tims); (11) "Model Programs in University Outreach" (Ralph S. Foster, Jr. and others); and (12) "Future Trends in University Extension" (Donald R. Self and others). (Individual papers contain references.) (MSE)

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